

Message Text

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ORIGIN ARA-20

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ARA/ECP:EMCOHEN (SUBS)
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R 141435Z MAR 74
FM SECSTATE WASHDC
TO AMEMBASSY SAN SALVADOR

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E.O. 11652: N/A

TAGS: BEXP, ES, AFSP

SUBJECT: FY 1874 COMMERCIAL ACTION PROGRAM

REF: A. SAN SALVADOR 4561; B. STATE 023646;
C. SAN SALVADOR 0530; D. SAN SALVADOR 0931;
E. STATE 046118

1. THIS MESSAGE WILL REPLY TO THOSE PARTS OF REF. C WHICH
CAN BE DEALT WITH WITHOUT REFERENCE TO DE PEDRAZA-CLARY
TELECON OF 2/28 (REF.D). SEPTTEL ORIGINATING IN COM/OIM/BIC
WILL REPLY TO OTHER PARTS OF REF. C AND REF. D.

2. OBJECTIVE TWO: WASHINGTON ACTION STAFF APPRECIATES
EMBASSY'S OUTLINE OF PLANNED EXHIBIT FOR SIXTH INTERNATIONAL
FAIR. EMBASSY IS AWARE, HOWEVER, OF DEPT. OF COMMERCE
POSITION ON EXPENDITURE OF LARGE SUMS TO SUPPORT THE FAIR
IN VIEW OF ITS NON-PRODUCTIVE HISTORY AND THE LOW LEVEL OF
INTEREST DEMONSTRATED BY U.S. FIRMS IN EL SALVADOR (REF.E).
COMMERCE VIEW PERSUASIVE IN THIS REGARD AS IT CONTROLS FUNDS
FOR SUCH FAIRS. STATE FUNDS ARE TIED MORE CLOSELY TO
SPECIFIC PROJECTS. IN THIS REGARD, ACTION STAFF CANNOT
APPROVE EMBASSY'S SUGGESTION TO SCRAP THREE MARKET RESEARCH
REPORTS IN ORDER TO PROVIDE \$900 FOR SUPPORT OF THE FAIR

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PROJECT. THOSE FUNDS WERE PROVIDED IN SPECIFIC RESPONSE

TO EMBASSY REQUEST FOR FUNDING OF MARKET RESEARCH REPORTS (PARA. 5, SCHEDULE B, REF. A), TO WHICH ACTION STAFF ATTACHES HIGH PRIORITY. ACTION STAFF UNDERSTANDS EMBASSY'S NEED TO PUT SOME EFFORT INTO FAIR, IS AWARE OF

SHORTAGE OF FUNDS WHICH CAN BE REPROGRAMMED TO THAT END AND THEREFORE IS WILLING TO REDUCE MARKET RESEARCH REQUIREMENT TO TWO REPORTS IF EMBASSY CAN FIND NO OTHER FUNDS FOR REPROGRAMMING. EMBASSY IS AUTHORIZED TO USE FUNDS THUS FREED AS AND WHERE NECESSARY TO SUPPORT FAIR.

3. OBJECTIVE THREE: EMBASSY PROPOSALS ARE UNDER STUDY IN COMMERCE. SUGGESTION HAS CAUSED COMMERCE TO RESTUDY CERP REPORTING REQUIREMENTS IN ATTEMPT TO CONSOLIDATE AND RESTRUCTURE SELECTED REPORTS. REPLY WILL BE FORTHCOMING WHEN COMMERCE COMPLETES THIS STUDY IN NEAR FUTURE.

4. COMMENT: OBJECTIVES SET BY EMBASSY HAVE PRODUCED SERIOUS THOUGHT IN WASHINGTON. THIS RE-EVALUATION AND RE-THINKING OF COMMERCIAL PROGRAM IS ONE OF THE BENEFITS TO BE DERIVED FROM THE CAP PROCESS AND ACTION STAFF APPRECIATES EMBASSY'S CONTRIBUTION IN THIS REGARD.

5. IN ORDER TO PERMIT WIDEST DISTRIBUTION IN WASHINGTON AND THUS ALLOW EARLIER CONSIDERATION OF PROPOSALS, ACTION STAFF SUGGESTS THAT CAP CHANGES, SUGGESTIONS, AND REQUESTS BE TRANSMITTED BY CABLE OR AIRGRAM RATHER THAN TELEPHONICALLY WHERE POSSIBLE.
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